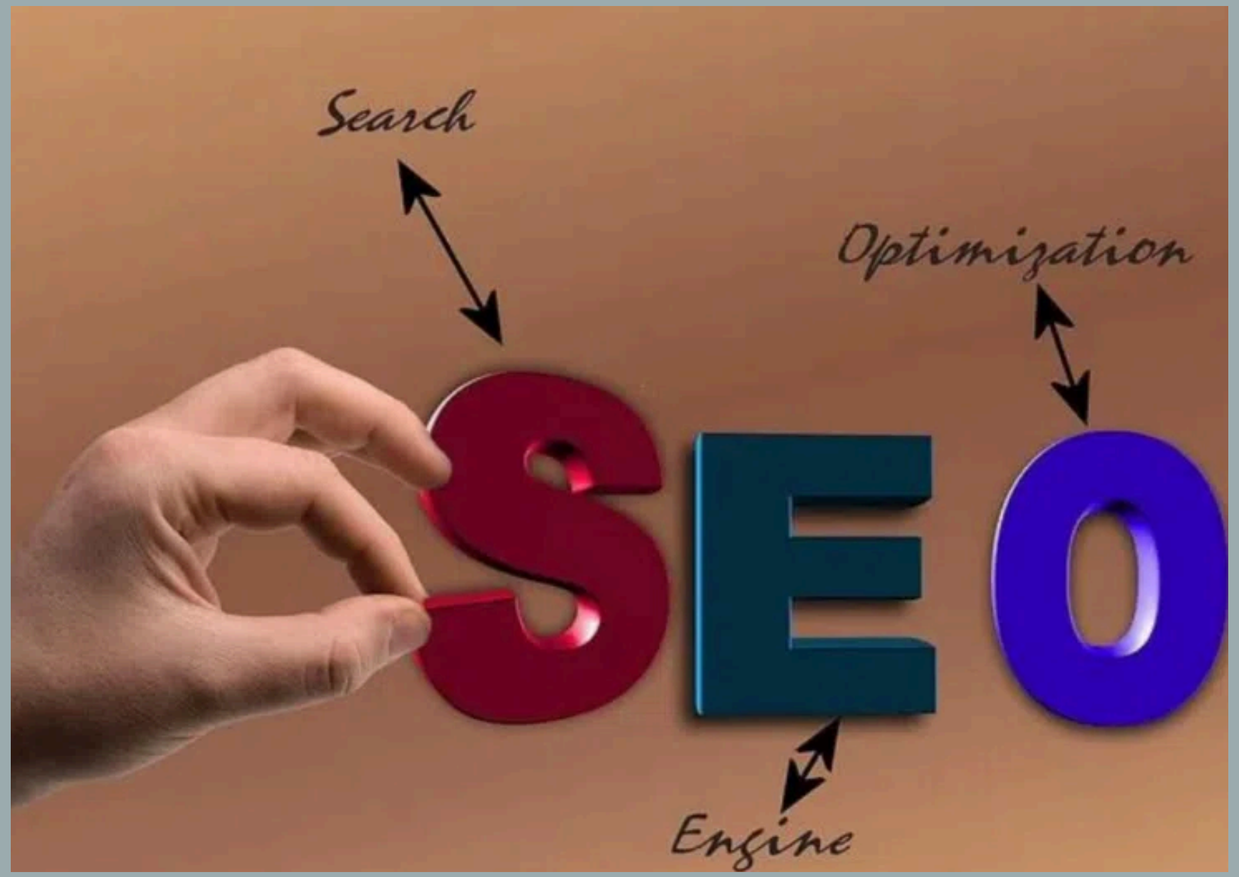
ON PAGE SEO

ON-PAGE
SEO
Optimize Your Pages.
Rank Higher. Get More Traffic.
TITLE TAG
META DESCRIPTION
HEADINGS
<H1>
IMAGE OPTIMIZATION
INTERNAL LINKS
www.
URL STRUCTURE

- Introduction to On-Page SEO
- Why On-Page SEO Matters
- Keyword Research & Search Intent
- SEO Title & Meta Description
- Heading Structure (H1–H6)
- URL Optimization
- Content Optimization
- Internal Linking
- Image SEO & Alt Text
- Common On-Page SEO Mistakes
- Conclusion


Search
Optimization
SEO
Engine

SEO

SEARCH ENGINE OPTIMISATION

EXAMPLE:-IF SOMEONE SEARCHES ON GOOGLE FOR “BEST SEO AGENCY IN INDIA,” SEO HELPS A WEBSITE BECOME MORE VISIBLE FOR THAT SEARCH.

Introduction to On-Page SEO

- On-Page SEO means improving the content and pages of a website.
- It helps search engines understand your website.
- It also makes the website easier for users to read and navigate.
- The main goal is to improve search rankings and organic traffic.

Why is On-Page SEO MATTERS?

- **Helps Google understand your content.**
- **Improves website visibility.**
- **Brings more relevant visitors.**
- **Improves user experience.**
- **Helps pages rank for targeted keywords.**

WHY IS ON-PAGE SEO IMPORTANT?
1 It Boosts Your Rankings
2 More Visitors, More Clicks
3 A Better User Experience Means Better SEO
4 Higher Click-Through Rates

Important On-Page SEO Factors

- **Keyword Optimization**
- **Title Tag**
- **Meta Description**
- **Headings**
- **URL Structure**
- **Content Quality**
- **Internal Linking**
- **Image Optimization**
- **Mobile-Friendliness**
- **Page Speed**

ON-PAGE SEO
Optimize Your Pages, Rank Higher in Search Engines
On-page SEO refers to the practice of optimizing individual web pages to rank higher and earn more relevant traffic in search engines.
1. URL OPTIMIZATION
Use short, descriptive URLs with relevant keywords.
Example: yoursite.com/on-page-seo
2. TITLE TAGS
Craft unique and compelling title tags with primary keywords to attract clicks.
3. META DESCRIPTION
Write clear and engaging meta descriptions to improve CTR and inform users.
4. HEADING TAGS
Use headings (H1, H2, H3) to structure content and make it easy to read.
ON-PAGE SEO
Better Content | Better Experience
Better Rankings
5. IMAGE OPTIMIZATION
Use relevant images with optimized file names, alt text, and proper compression.
6. INTERNAL LINKING
Link to other relevant pages on your website to improve navigation and rankings.
7. CONTENT QUALITY
Create original, valuable, and in-depth content that satisfies user intent.
8. PAGE SPEED
Optimize page speed for better user experience and higher rankings.
BENEFITS OF ON-PAGE SEO
Higher Rankings
More Organic Traffic
Better User Experience
Increased Conversions
Long-term Results

Keyword Optimization

KEYWORDS ARE WORDS PEOPLE TYPE INTO SEARCH ENGINES.

- **Example:**
- **Topic: Google Ads Services**
- **Primary Keyword: Google Ads Services**
- **Secondary Keywords:**
- **Google Ads Agency**
- **Google Ads Management**
- **PPC Advertising Services**

TITLE TAG

THE TITLE TAG TELLS SEARCH ENGINES AND USERS WHAT THE PAGE IS ABOUT.

EXAMPLE:

- Google Ads Services for Business Growth | Digital Happiness

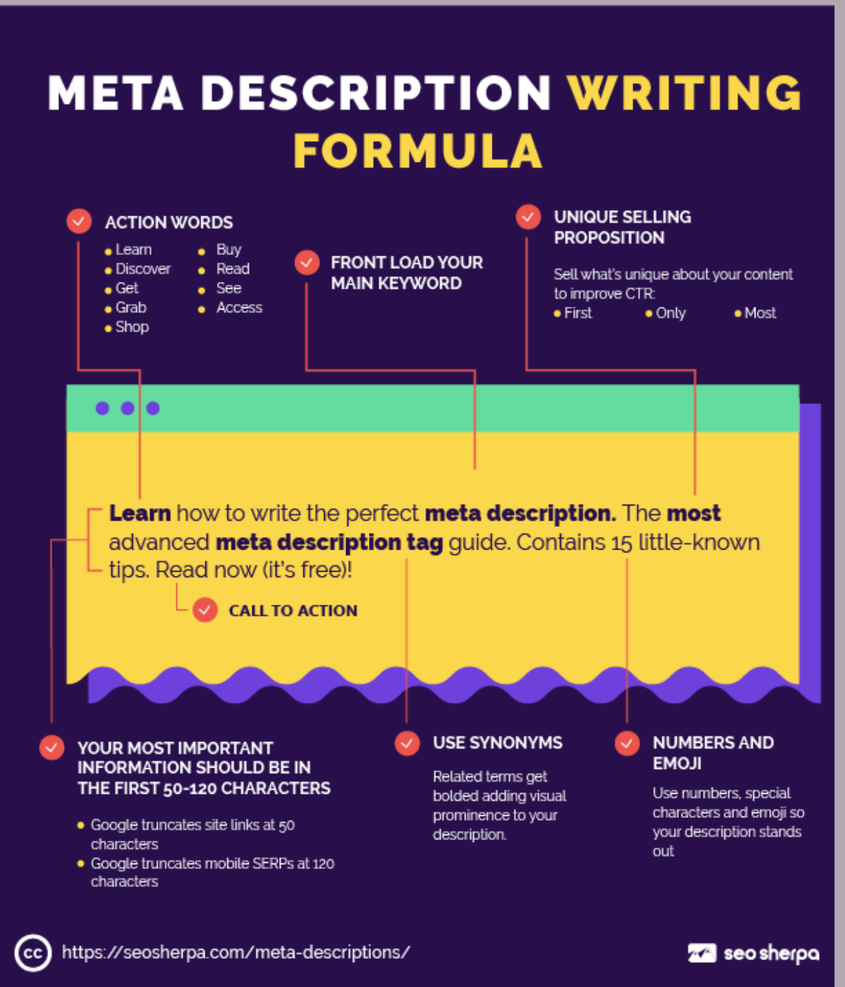
Tips:

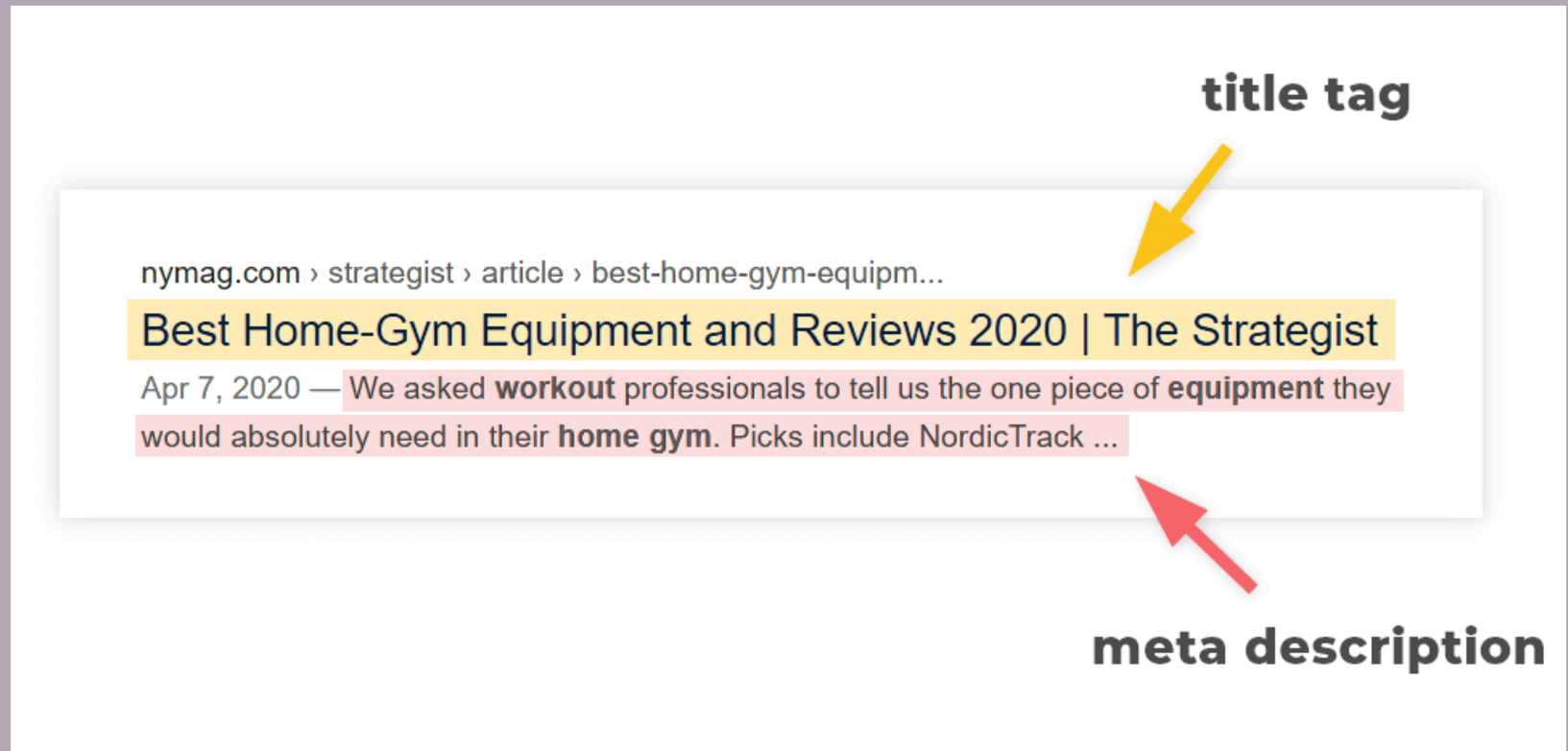
- Keep it clear and relevant.
- Include the primary keyword.
- Make it attractive to users.

Meta Description

A meta description gives a short summary of the webpage.

- The **HTML form** for a meta description is written as <meta name="description" content="Your text here">


META DESCRIPTION WRITING FORMULA
ACTION WORDS
Learn
Discover
Get
Grab
Shop
Buy
Read
See
Access
FRONT LOAD YOUR MAIN KEYWORD
UNIQUE SELLING PROPOSITION
Sell what's unique about your content to improve CTR:
First
Only
Most
Learn how to write the perfect meta description. The most advanced meta description tag guide. Contains 15 little-known tips. Read now (it's free)!
CALL TO ACTION
YOUR MOST IMPORTANT INFORMATION SHOULD BE IN THE FIRST 50-120 CHARACTERS
Google truncates site links at 50 characters
Google truncates mobile SERPs at 120 characters
USE SYNONYMS
Related terms get bolded adding visual prominence to your description.
NUMBERS AND EMOJI
Use numbers, special characters and emoji so your description stands out
https://seosherpa.com/meta-descriptions/
seo sherpa


title tag
nymag.com › strategist › article › best-home-gym-equipm...
Best Home-Gym Equipment and Reviews 2020 | The Strategist
Apr 7, 2020 — We asked workout professionals to tell us the one piece of equipment they would absolutely need in their home gym. Picks include NordicTrack ...
meta description

Heading Structure (H1–H6)

A heading structure organizes webpage content using HTML heading tags from H1 to H6. A clear hierarchy helps users and search engines understand the topic, structure, and importance of different sections.

Simple rule:

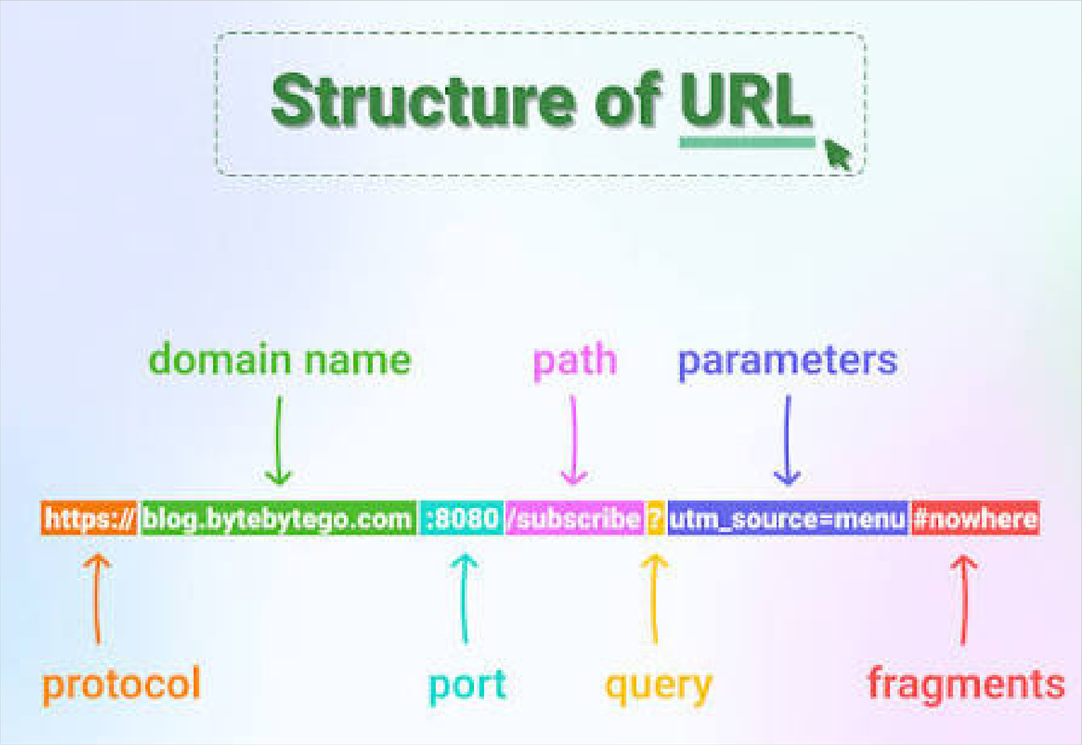
H1 = Page topic → H2 = Main sections → H3 = Subsections → H4–H6 = Deeper details.

The Heading Hierarchy

- **<h1>**: The primary title. **Use exactly one <h1> per page** to represent the main topic.
- **<h2>**: Major section dividers. These function like chapter titles in a book.
- **<h3>**: Sub-sections. These group related ideas under an <h2> block.
- **<h4> to <h6>**: Granular subsections. These are rarely used unless formatting highly technical documents

URL optimization

URL optimization is the practice of designing clear, concise, and keyword-rich web addresses. It helps search engines like Google crawl and understand page content, improves user trust, and increases click-through rates.



CONTENT OPTIMIZATION

Content optimization is the process of improving website content so it is useful to the target audience, easy to understand, search-engine friendly, and capable of generating traffic, engagement, and conversions.

Core Strategies

- **Keyword & Intent Matching: Target specific search terms and match the precise intent (informational, transactional) of your target audience.**
- **Structure & Readability: Use clear H2 and H3 headings, short paragraphs, and bullet points to make text easy to scan.**
- **Metadata Refinement: Write concise, catchy title tags and meta descriptions to improve click-through rates from search results pages.**
- **Internal & External Linking: Connect readers to related pages on your site and cite authoritative external references.**
- **Visual Additions: Include relevant images, videos, or infographics with descriptive alt text to boost user engagement.**
- **Content Refreshing: Update old statistics, facts, and examples regularly to maintain accuracy and freshness**

INTERNAL LINKING

- Internal linking is the practice of linking one page of your website to another page on the same website. It is an important part of SEO, content optimization, website navigation, and user experience.

For example, if you have a blog about SEO and mention Google Ads, you can link the phrase Google Ads Services to your Google Ads service page.

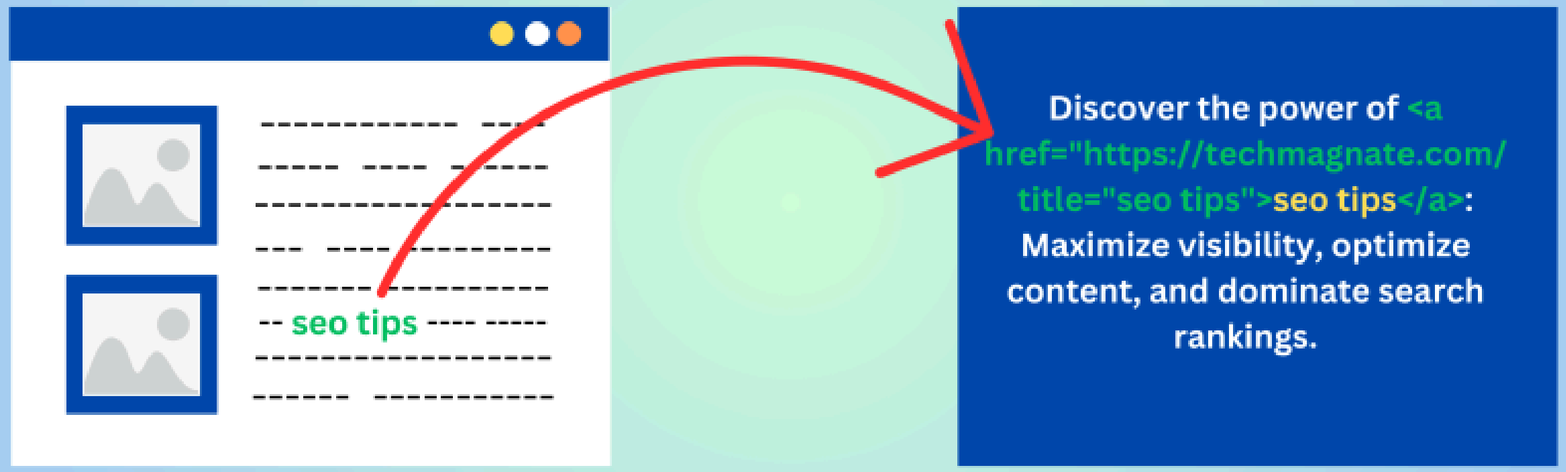
Google Ads Services

Why Internal Links Matter

- **Helps search bots:** Crawlers follow links to find and index new pages.
- **Passes authority:** Links share ranking power between your pages.
- **Improves user experience**: Visitors find related info fast

INTERNAL LINKING

Hyperlinks connecting pages within a website, improving navigation and user experience.



Link on a Page

Link in Code

WHAT IS IMAGE SEO?

- Image SEO means optimizing images on a website so that they load quickly, are easy for search engines to understand, and provide a good user experience.

Why is Image SEO Important?

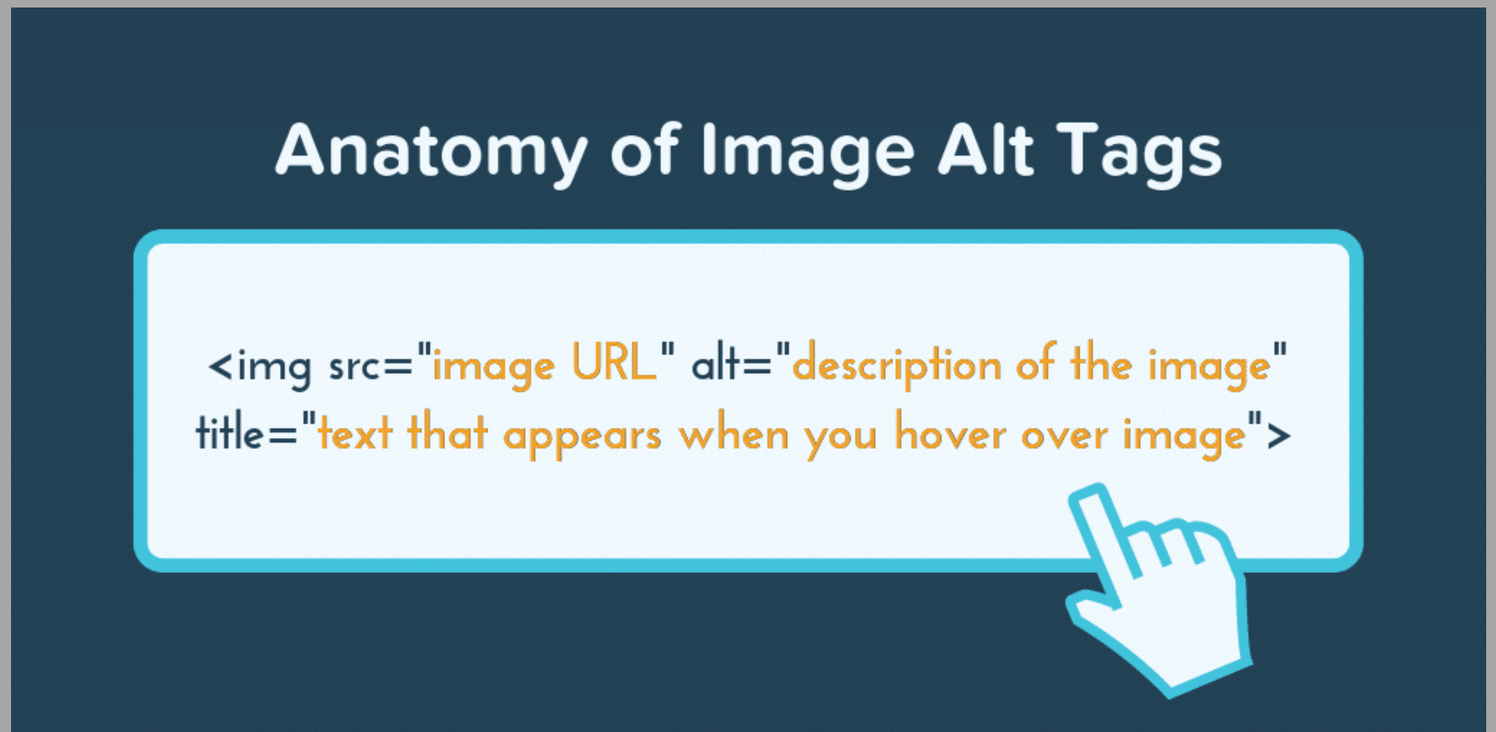
- **Image SEO can help:**
- **Improve website loading speed**
- **Improve user experience**
- **Help search engines understand images**
- **Increase opportunities to appear in image search**
- **Make your website more accessible**

WHAT IS ALT TEXT?

Alt text (alternative text) is a short description of an image written in HTML. It tells search engines and screen readers what the image represents.

Example:

<img src="digital-marketing-services.jpg"
alt="Digital marketing services">



THANK YOU

PRESENTED BY-

AMAN